

- Intro to Macronutrients -

Macronutrients are molecules that our bodies use to create **energy** for themselves - primarily fat, protein and carbs. They are found in all foods in varying amounts, measured in grams (g) on the nutrition labels.

- **Fat** provides **9 calories per gram**
- **Protein** provides **4 calories per gram**
- **Carbohydrate** provides **4 calories per gram**

Counting Calories vs. Counting Macros

If you eat less calories than you burn, you will likely lose weight. But counting calories can only tell you so much; if you're not careful and don't eat the *right* calories, you'll likely lose muscle too! To maintain, lose or even gain weight, many people rely on counting macros to make sure they're eating *correctly*. **100 calories of avocado (fat) is a lot better than 100 calories of a doughnut (carbs)**. On a ketogenic (low carb, high fat) diet, it's very important to know how many carbs you're eating in comparison to fat and protein. Many people aim for less than 50g of carbs to maintain [ketosis](#). When counting macros, you simply add up how many grams of fat, protein and carbs you ate that day.

Let's take an example: If you ate 10 Ritz crackers and wanted to calculate your macros for that meal, you would first determine how many servings you ate. If the serving size is 5 crackers and you ate 10, you would multiply every number on that label by 2. You would have eaten 8g of fat, 20g of carbs, and 2g of protein in that snack. In your log, you would then add all your grams of carbs, protein and fat up to a total so far. By seeing your macros visually, you can easily tell when you're running a little high in carbs and know when to slow down.

How to Calculate Your Optimal Macros

Your optimal macronutrient intake depends on many different factors- your age, gender, weight, BMI and activity level. To best determine what you should be eating, you'd need to decide what "diet" to follow. Every diet is different. A ketogenic diet, for example, is very low in carbs and high in fat. You'd be eating 70% of your caloric intake from fat, and about 5% from carbs. But how many *grams* is that? Well, it depends on the person!

Try out our easy to use [Keto Calculator](#) to determine your individual numbers! We take you step-by-step through the whole process, explaining complicated terms throughout. Fill in your info to see how much of each macronutrient you should eating daily, based on your age, gender, activity level, etc. For example, 122g of fat, 100g of protein, 25g of carbs would roughly follow a 70% fat, 25% protein and 5% carb intake (keto diet).

Now What?

Once you've got a baseline, start paying attention to the nutrition labels of all the foods you're eating. For the first few weeks, you may find keeping a record, whether written or in a document on your phone, very helpful. Here's an example of one of ours. We use an excel calculator we built to help automatically calculate totals and percentages.

	A	B	C	D	E	F
1	Tasteaholics Daily Macronutrient Log & Calculator					
2		Food	Fat (g)	Protein (g)	Carbs (g)	Calories
3						
4		egg	15	18	1.8	224.91
5		bacon	9.9	9	0.3	132.615
6		butter tbsp	11	0	0	103.95
7		chicken wrap	40	26	6.5	514.5
8		fat bomb	16	0.5	0.6	155.82
9		cauli pizza	15	6	7	196.35
10		pork	5	40	0	215.25
11		chicken fingers	0.7	13	0	61.215
12						0
13						0
14						0
15						0
16						0
17						0
18						0
19						0
20						
21		Total Macronutrients	112.6	112.5	16.2	1604.61
22		Target Goal	162	135	25	2100
23		Percent Completed	69.51%	83.33%	64.80%	76.41%

[Get yourself a copy of our calculator here!](#)

It would also be incredibly beneficial to buy a food [scale](#)! They're inexpensive and come in very handy. When you're eating something like strawberries or chicken, which come in varying sizes, it's helpful to first weigh the food to record the right macros. The food scale is also helpful when the food doesn't have a nutrition label, as most paleo foods do not.

For example, if your chicken breast weighs 100g and [SelfNutritionData](#) lists the macros for 100g of chicken at 4g fat, 0g carbs and 31g protein, add those numbers to your totals for the day! This may seem tedious but **over time, you will learn which foods are high/low in which macro.** If you're keeping it low carb, you'll learn exactly how many berries you can eat throughout the day by first measuring them out a few times. Practice makes perfect!

Tools/Websites You May Find Helpful

[MyFitnessPal](#) - great for tracking calories & macros, giant database of food
[CalorieKing](#), [NutritionSelfData](#), [FatSecret](#) - all great for looking up macros
[Food Scale](#) - for more accurate macros

[Printable Cheat Sheet](#) - to help choose the right foods

[Mistakes to Avoid](#) - good to know before you encounter them

Notes:

- Many people on a keto diet, including us, count their “net carbs” which is the total carb count listed on the nutrition label minus the fiber and sugar alcohol content. An average avocado can have 15g of carbs and 10g of fiber. This means the net carbs in an average avocado are only 5g. Count the net carbs towards your macros.
- Sugar alcohols (like [erythritol](#) and xylitol) are widely used in place of sugar and are also not counted towards your net carbs. They are not digested by our bodies and are excreted as excess sugar, so we don’t count them towards any macros. A word of caution though: some people find that sugar alcohols, especially maltitol, upset their stomach and may disrupt regularly scheduled bowel movements. However, if you keep sugar alcohols to under 50g a day (10 teaspoons, which is a lot!) you are unlikely to experience any negative side effects. Try a recipe with erythritol and see how you feel. We are not affected by them but everyone’s different.
- All websites and nutrition apps are different! No food can be measured to 100% accuracy unless it’s broken down and tested (nutrition labels are most accurate). Websites approximate values based on data and averages. This is ok! If you’re having trouble locating an accurate nutritional reading, take the average of what you find. At the end of the day, if you’re off by 5g here or there, it’s not a big deal.
- As with any diet/lifestyle change, stay hydrated! However, be aware that the more water you drink, the more water is excreted, and with it, electrolytes. Make sure to replenish them by drinking coconut water or bone broth. Get plenty of sodium, potassium, calcium, magnesium, etc. from your diet. Foods that are high in electrolytes can be found in this article from [LiveStrong.com](#).

Have any more questions?

Feel free to contact us at info@tasteaholics.com. We’d love to hear from you and want to help any way we can. We are sharing our story in hopes you will find these starter tools helpful. Check out all our keto friendly [recipes](#) to get inspired!

Disclosure:

We are not nutritionists or doctors and this information is not meant to be given as medical advice. We are two people sharing our success strategies and resources and encouraging you to do further

research to see if they'll work for you too. Before starting any diet, you should consult with your physician to rule out any health issues that could arise. Safety first, results second.